



G-Cloud 15 Digital Marketplace Pricing Document

Crown
Commercial
Service
Supplier



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Connected Society Cloud Managed Network Service

The Cloud Managed Network Service includes installation, management and on-site support for the following components:

Connectivity Services

- ✓ A primary Internet connection with appropriately sized bearer and bandwidth to support the number of users at each site, using either SoGEA, FTTP, Ethernet or 5G where available and specified.
- ✓ A secondary backup connection using either SoGEA, FTTP, Ethernet or 5G where available and specified.
- ✓ DDoS Protection where available and specified.

Multi-Function Security Gateway

- ✓ A Cisco Meraki MX Gateway appropriately sized to support the number of users at each site, the bandwidth provided by the connectivity provided and the available ports to connect Internet circuits and mobile sim cards to.
- ✓ A secondary Cisco Meraki MX Gateway for backup where specified.
- ✓ Included Cisco Meraki Classic Licensing.

Network Switching

- ✓ Cisco Meraki MS Network Switches sized to support the number of users at each site, based upon 30% of users requiring a fixed Ethernet connection.
- ✓ Power over Ethernet to support connection of Wireless Access Points and other devices (where specified).
- ✓ Network stacking cables to connect switch stacks.

Wireless Access Points

- ✓ Cisco Meraki MR Wireless Access Points sized to support the number of users at each site (subject to WiFi survey), based upon 70% of users using a WiFi connection.
- ✓ Wall or ceiling-based fixings.

Pricing

All pricing is based upon a 3-year contract and includes design, installation, management and on-site support. Please talk to our dedicated Public Sector team for any specific requirements – tenders@dbfb.co.uk.

Size	Circuit	Gateway	Network Switching	WiFi	Per user per month	Per site per month
10 Users	100 Mbps	MX67	2 x MS130-24P	1 x MR36	£60.00	£600.00
25 Users	200 Mbps	MX68	2 x MS130-24P	1 x MR36	£35.00	£875.00
50 Users	500 Mbps	MX75	3 x MS130-24P	2 x MR44	£30.00	£1,500.00
100 Users	1 Gbps	MX85	4 x MS130-24P	4 x MR44	£25.00	£2,500.00
250 Users	2 Gbps	MX95	8 x MS130-24P	10 x MR46	£20.00	£5,000.00
1000 Users	5 Gbps	2x MX250	24 x MS130-24P	40 x MR46	£10.00	£10,000.00

Connected Spaces Managed Audio-Visual Collaboration

The Managed Audio-Visual Collaboration service includes installation, management and on-site support for the following components:

Collaboration Spaces

- ✓ A digital touch screen with whiteboard functionality and integrated camera and speakers for open collaboration spaces.
- ✓ Option for either a 55" or 65" screen on a wheeled stand.
- ✓ Either Yealink Meeting Board Pro or Cisco Webex Pro Board where specified.
- ✓ Support for Microsoft Teams, Cisco Webex, Google Meet or Zoom collaboration where specified and subject to additional collaboration platform licenses.

Meeting Rooms

- ✓ Either a separate room bar and screen or an integrated screen with camera and speakers.
- ✓ An additional meeting room controller touch screen.
- ✓ Additional dedicated speaker and microphones.
- ✓ Support for Microsoft Teams, Cisco Webex, Google Meet or Zoom collaboration where specified and subject to additional collaboration platform licenses.

Digital Pods

- ✓ Integrated digital pods including an integrated touch screen with camera, microphone and speakers.
- ✓ Support for Microsoft Teams, Cisco Webex, Google Meet or Zoom collaboration where specified and subject to additional collaboration platform licenses.
- ✓ A range of additional applications for specific use cases, such as Digital Wellbeing, Digital Public Safety and Digital High Streets.
- ✓ Provision of an acoustically protected pod, with integrated lighting, environmental fans and lockable door.
- ✓ Option for addition of fully immersive capabilities.

Pricing

All pricing is based upon a 3-year contract and includes design, installation, management and on-site support. Please talk to our dedicated Public Sector team for any specific requirements – tenders@dbfb.co.uk.

Size	Screen	Room Bar	Participants	Price per month
Collaboration Space	Yealink Meeting Board Pro 65" Screen	N/A integrated	2 - 4	£300.00
Collaboration Space	Cisco Webex Pro Board G2 55" Touch Screen	N/A integrated	2 - 4	£400.00
Huddle Room	Hisense 65" Screen	Yealink A10	2 - 4	£300.00
Huddle Room	Cisco Webex Pro Board G2 55	N/A integrated	2 - 4	£400.00
Meeting Room	Hisense 75" Screen	Yealink A40	4 - 12	£400.00
Meeting Room	Cisco Webex Pro Board G2 75" Touch Screen	N/A integrated	4 - 12	£500.00
PlacePod Connect Pod	Single Touch Screen 55"	N/A integrated	2+	From £1,000
PlacePod Immersive Pod 1 Wall	Multi Touch Tiles 110"	N/A integrated	4+	From £2,000
PlacePod Immersive Pod 3 Wall	Multi Touch Tiles 3 x 110"	N/A integrated	6+	From £3,000

Digital Public Safety Agentic AI Service

The Digital Public Safety Agentic AI service includes installation, management and on-site support for the following components:

SiYtE Agentic AI Computer Vision Platform

- ✓ SIYTE unifies CCTV, IoT sensors and existing systems into a single real-time operational view without replacing current assets.
- ✓ Using data ingestion, analytics, false-alert reduction and agentic AI, SIYTE automates routine tasks, speeds response and improves decisions across operations, security and remote asset monitoring.
- ✓ Uses Computer Vision to analyse trends for specific use cases such as Public Safety, Antisocial Behaviour and Footfall Trends.
- ✓ Leverages Ethical AI to redact personal information and faces to protect identity.

Smart Camera and Sensor Integration

- ✓ SIYTE links in via OpenAPI to many Smart Camera and Sensor platforms to collect analytics and present them into the SiYtE portal.
- ✓ Can connect into a variety of sensors including NBloT, Modbus, LoraWAN and 5G.

Edge Compute Capability

- ✓ Where legacy systems are in place for older camera and sensor systems an edge compute device can be connected to link back to SiYtE.

Alerting Workflow

- ✓ Alert workflows can send SMS and email alerts with locations of incidents
- ✓ SiYtE can be integrated into our PlacePod immersive spaces to provide an intuitive experience within Public Safety, Transport and Leisure environments.

Pricing

Item	Description	Price device per month
SiYtE Camera License	License to use SiYtE with a camera	£100
SiYtE Sensor License	License to use SiYtE with a sensor	£10



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Company overview

dbfb is an agile, independent provider of Connectivity, Managed IT, Mobile, and Telephony solutions, helping businesses and public sector organisations stay connected, productive, and secure with flexible, cost-effective technology. With 25+ years of experience, we've grown from £2.5m to £15m+ turnover (as of September 2025).

From our Northampton HQ, we support over 1,300 customers from 10 to 20,000+ employees, with a service-first approach—70% of our team is dedicated to customer support and operations, ensuring industry-leading response times. Our independence means we offer truly tailored solutions, with independent advice, reliable delivery and responsive support that adapts to your needs. With a strong track record of growth and long-term client relationships, dbfb is a trusted partner in powering businesses through seamless connectivity, digital transformation and innovation.

Vision, mission & promise

- ✓ **Vision:** To be recognised as the best service led communications provider, where great people aspire to work, and sustainability matters to us all.
- ✓ **Mission:** To prioritise transparency, accountability, and open communication, covering topics from ethics and compliance to workplace safety and employee benefits.
- ✓ **Promise:** We simplify technology—delivering reliable, secure, and seamless solutions that keep businesses running, backed by professional, reliable, human support when you need it most.

Our values: Built around your success

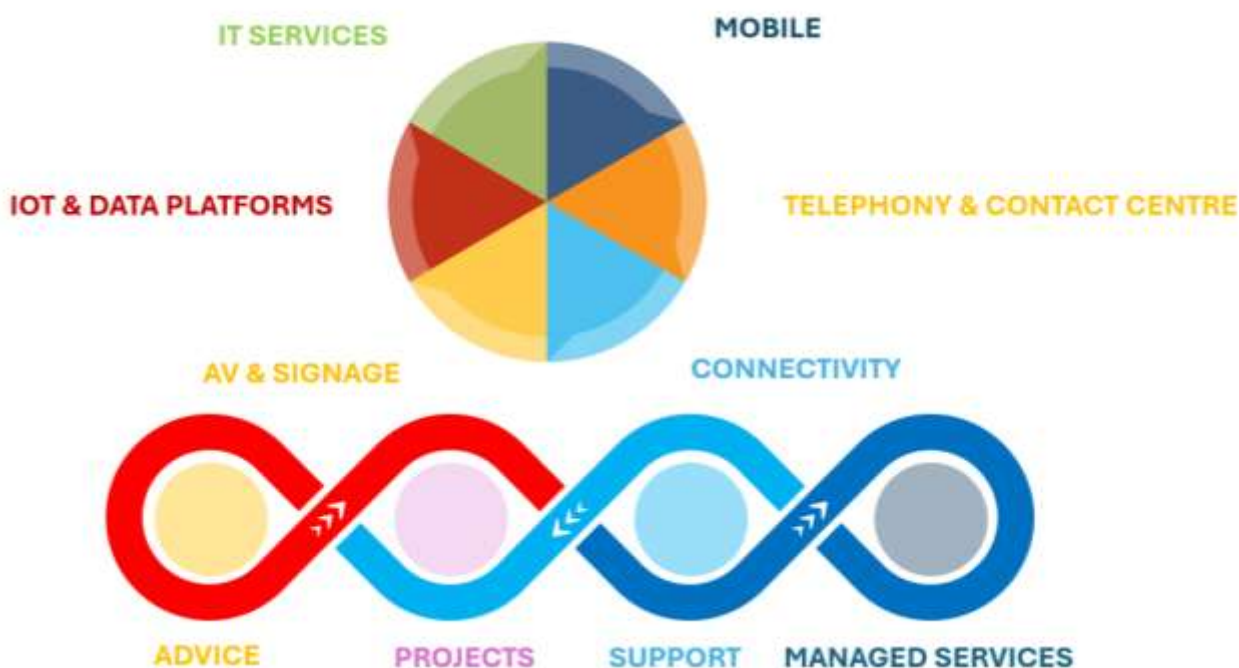
- ✓ **Customer-focused** – Your success is our priority. We listen, adapt, and build lasting partnerships.
- ✓ **Accountable** – We take ownership, deliver on promises, and ensure excellence in every interaction.
- ✓ **Commercially aware** – We understand the market, your organisation needs, and how to create real value.
- ✓ **Team players** – Collaboration drives our success—we work as an extension of your team.
- ✓ **Innovative** – We embrace change, challenge the status quo, and continuously improve.

Why dbfb? Because we're more than just a provider.

We're your trusted technology partner—delivering the expertise, agility, and support needed to power your staff, citizens, patients, students or tenants, not just your technology.

Our portfolio

We provide a full suite of Connectivity Solutions and Digital Platforms. This is complimented by a lifecycle of professional services, support and managed services.

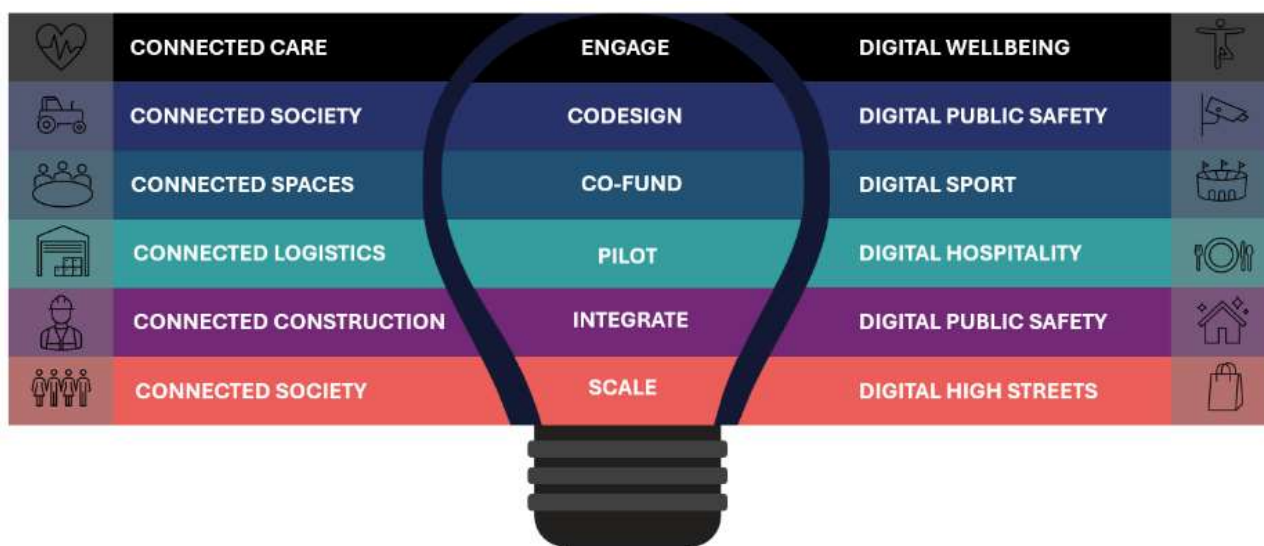


End-to-end service provision

dbfb is an agile, independent provider of Connectivity Solutions and Digital Platforms to help promote build a better, safer and more sustainable future through transformational technology that improves peoples lives.

We support Public Sector customers with an end-to-end service including a full suite of managed networks, collaboration spaces and platforms to help improve lives, keep people safe and safeguard communities.

To achieve this, we have developed twelve solutions aimed at delivering benefits for people, communities and society. These are shown below:





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Social Value

Green initiatives, Corporate Social Responsibility (CSR) and sustainability

Our Corporate Social Responsibility includes:

- ✓ Participating in the Good Business Charter to showcase our dedication to creating a positive workplace and contributing to a broader movement for ethical conduct. We are dedicated to protecting human rights. As a committed equal opportunity employer, we abide by all fair labour practices.
- ✓ Protecting people to ensure that we don't risk the health and safety of our employees and the community; we will enrich the lives of local people and support diversity and inclusion.

We support local non-profit organisations or movements to promote cultural and economic development of the local communities, particularly supporting young people. We currently invest 10% of our EBITDA back into the local community. Our current partnerships include:

- ✓ The Derngate Business Club Sponsor
- ✓ Northampton Chamber of Commerce Platinum Sponsor
- ✓ Milton Keynes Chamber of Commerce Member
- ✓ Northampton Town FC Academy Main Sponsor
- ✓ Northampton Town FC Ladies Team Main Sponsor
- ✓ Northampton County Cricket Club Pathway Sponsor

Our company makes monetary donations to charities and good causes.

Further details on our corporate social responsibility can be seen here: [Corporate social responsibility | dbfb](#)

Repair not replace

We recognise the global issue of electronic waste. That's why we've taken steps to actively dispose of all end of life IT equipment safely and ethically, both internally and as a service to our customers. We would welcome the opportunity to co-develop a reconditioned device program in partnership with you to provide reconditioned digital devices to people who are digitally excluded.



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Contributing towards local community projects of interest

We believe in supporting local communities, which is why we have sponsored pro-Active Learning Solutions which teach current topics that are not covered under general curricular in schools. We also have established partnerships with Northampton College and Bedford College Group (including Tresham Institute) whereby we support careers days, student talks, workshops, work placements, apprenticeships and T-levels. We also contribute to the Local Skills Improvement Plan to strengthen our regions skills, support local jobs and drive local economic growth. Furthermore, we have recently signed a Memorandum of Understanding with the University of Bedfordshire, to research Human Balance AI, to support outcomes for elite sports performance, wellbeing, reduced fall risk and ADHD.

Improving impact on the environment (and achieving net zero carbon impact).

We are committed to achieving Net Zero emissions by 2030 and have achieved carbon neutrality. We are 39.44 tonnes in credit as of 1st October 2024 due to moving to electric vehicles and hybrids within our fleet, solar panels across both buildings, utilising a 100% renewable energy provider and planting a further 800 hardwood trees (1600 in the last 2 years) in the British Woodland.

A full copy of our carbon reduction policy can be seen on our website: [Carbon reduction plan | dbfb](#)

Helping with local data poverty

In 2016 dbfb became CityFibre's launch partner within Northamptonshire and Milton Keynes, helping secure over £80 million of direct inward investment, whilst turning one of the UK's worst connected regions into one of the best.

As an independent provider with wholesale access to all four Mobile Networks and a range of Full Fibre network providers, we are also keen to explore Social Tariffs for both mobile and fixed line services, to ensure that any barriers to adoption are mitigated.